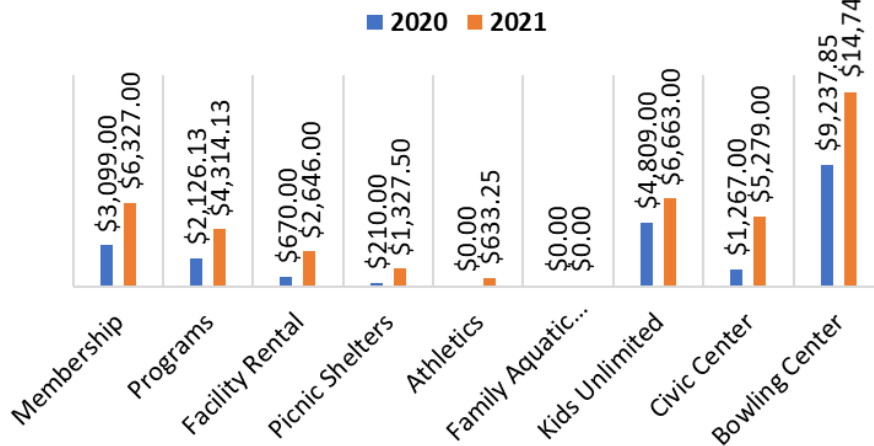




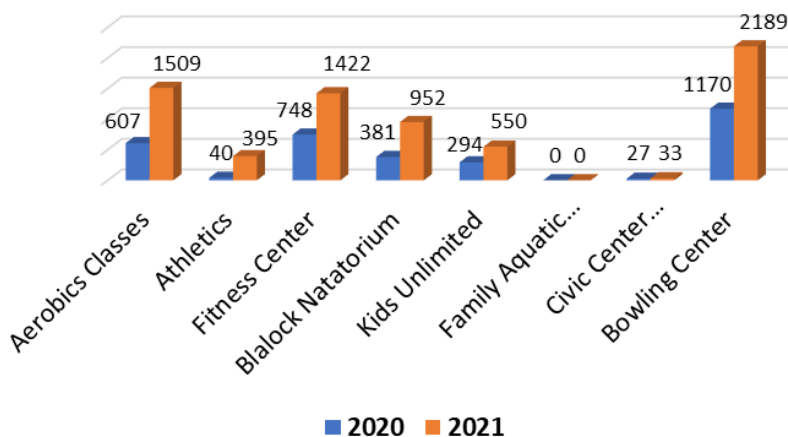
Parks and Recreation

Monthly Report

March Revenue



March Attendance



In summary, March 2021 revenue and attendance have increased compared to the previous year for the first time in over a year. March Revenue is up by 96% compared with March 2020. March attendance climbed 115% from March of 2020. These increases are due in large part to the impact of the beginning of the Covid-19 restrictions last March. Facilities and events were closed or cancelled for half of the month. The department is still following the Tennessee Pledge guidelines to fight the spread of Covid-19, which is directly impacting attendance, revenue and community members' ability to participate in activities held by Parks and Recreation.

STATUS REPORT

Athletics

Youth Baseball - Began March 29

Co-ed Softball - Begins in April

Co-ed Kickball - Begins in April

Bowling Center

Open Bowling - 5 Lanes Available;
Reservations Required

League Bowling - Summer League to begin

City Park

Baseball/Softball Fields - Open

Family Aquatic Center - Closed

Pickleball - Open

Playground - Open

Tennis Courts - Open

Civic Center

Council Hall - Available for Rental

LeConte Auditorium - Available for Rental

Community Center

Aerobics - Reservations Required

Basketball Court - Reservations Required

Blalock Natatorium - Reservations Required

Fitness Center - Reservations Required

Pickleball - Available Tuesday/Thursday,
8am-10am; Reservations Required

Racquetball - Reservations Required

Northview Optimist Park

Playground - Open

CURRENT MAJOR PROJECTS



The Maintenance Staff is doing a wonderful job growing beautiful plants and flowers in the greenhouse.



The new Spinning Studio is completed and open, thanks to Joe Mattern, Superintendent of Facilities and Parks and his hard-working staff!

THE DIRECTOR'S BOX

'The Director's Box'... Bob feels you need to know the following....



-Ups for the month of March 2021...

- * Two volunteers from both the Parks and Rec Advisory Board and the Parks and Rec Foundation reviewed the (4) Four Proposals we received for a possible Fundraising Campaign for our Master Plan Projects.**
- *On the final page of this month's report; please see the list of Baseball/Softball Tournaments scheduled at City Park this Spring and Summer, along with the associated economic impact to Sevierville. These tournaments bring thousands of people from out of town to Sevierville each summer.**
- * The West Prong Greenway reopened; it has been closed since Oct 1, 2020.**
- * Our Maintenance Staff have completed the rehab of one Racquetball Court into a Spinning Studio. I received estimates from the private sector for over \$50,000 dollars for this type of work; our staff completed this work for about \$12K.**
- * The repairs at the Splash Pad were completed this month...**
- *The John Sevier Grove on Middle Creek was completed this month.**



-Not So Much an Up for the month for Marth 2021

- * It is both a happy and sad for me to report that Kristin Volentine, our Administrative Assistant has accepted the Assistant Golf Professional position at our Golf Course. Well deserved, good luck Kristin.**
- *I continue to rehab from Knee Surgery working some at home and taking PT... It has been a slow process.**

DEPARTMENT HIGHLIGHTS

kids unlimited



The Active Afternoons Program enjoyed the following special events: Field Trip to Pigeon Forge Snow, the annual Lego Building Contest, Parachute Games and Croquet. Deanna Hutchens, Children's Programs Supervisor, continued to prepare for the Spring Extreme program as well as confirm field trips for the Summer Adventure Program and kept up with registration. Kids Unlimited Programs have posted a "Help Wanted" ad for year-round and seasonal positions.

swimming pools

Pictured to the right is Hannah Carver, Lifeguard and Front Desk staff member, multi-tasking to help members. To the far right, Roxanne DeHart, Aquatics Supervisor, models her new Bluetooth speaker purchased for Water Aerobics classes. In March, Roxanne earned 100% on the American Red Cross Instructor Lifeguard re-certification. She also sent in her Water Aerobics re-certification to AAAI. Safety improvements were made to the pool area and the maintenance staff is fixing the surge tank.



bowling center



Tim Parton, Bowling Center Supervisor, and his staff had a busy month. Fall Leagues finished up and preparations are being made for Summer Leagues. They also had many out-of-town visitors during the month of March and booked many group events. Along with that, there was an increase in City of Sevierville resident bowlers with 165 in March.

DEPARTMENT HIGHLIGHTS

athletics



Above: Volleyball Champions, Bad Aces. Below: Volleyball Runners-Up, Team Legacy.

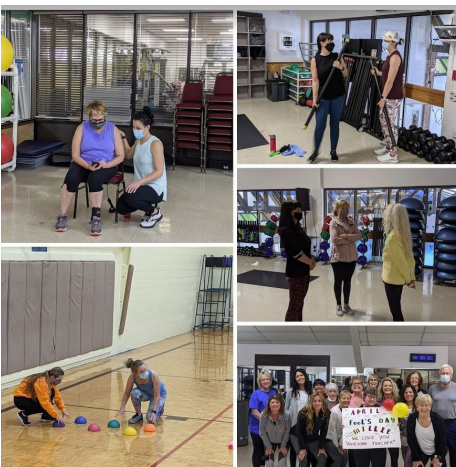


Above: The City Park scoreboards received new headers and maintenance continues on the soccer fields at Smoky Mountain Children's Home.



The Co-ed Volleyball league wrapped up in early March and the Youth Baseball league through SMYBA began on March 29, while registration for Adult Co-ed Softball and Adult Co-ed Kickball began in March. Pickleball lessons are currently being taught to seniors on Tuesdays and Thursdays, by City employee, Sally Worden. Alongside all of this activity, Patrick Oxley, Athletics Supervisor and Joe Mattern, Superintendent of Parks and Facilities, and their staff have begun maintaining and managing the soccer fields at Smoky Mountain Children's Home for the Starz Futbol Club.

fitness



The new Spinning Studio (pictured right) is complete and the patrons and instructors are loving it! Joe Mattern and his staff did a wonderful job. Pictured left is a highlight of our instructors. It goes without saying that they are amazing at what they do best, teach the best fitness classes in Sevier County! But it is how they do it that sets our program apart from the rest; it's their interaction with our patrons. The Fitness area received a new treadmill in March and the size of the Barre classes have been allowed to increase.



civic center

Council Hall received a few upgrades in March. Partitions were placed on the desk top to make Council meetings safer for BoMA members. Sound accessories were also upgraded to improve the sound quality of BoMA meetings. In-ear monitors were purchased as well as a new soundbar.

Softball/Baseball Tournaments @ City Park March 2018-October 2018

2021 Weekend Tournaments		Sevierville City Park	
<u>Date</u>	<u>Tournament Director</u>	<u>Tournament Type</u>	<u>Type</u>
April 2-4		Easter Weekend	
April 23-25	Mike Caldwell	ISA Men's Softball	B
May 7-9		Mother's Day	
May 21-23	Stan Adams	USFA Fastpitch Softball	A
May 28-30	Doug Williamson	Tournament Time Sports - Baseball	A
June 4-6	Dave McCann	MVP Baseball Tournaments	A
June 18-20	Dave McCann	MVP Baseball Tournaments	A
June 25-27	Missy Jones	USA Softball	A
July 2-4	Dave McCann	MVP Baseball Tournaments	A
July 9-11	Micheal Beck	AYSA Girls Softball/Boys Baseball	A
July 16-18	Doug Williamson	Tournament Time Sports - Baseball	A
July 23-25	Stan Adams	USFA Fastpitch Softball	A
August 6-8	Mike Caldwell	ISA Men's Woodbat World's	B
October 1-3	Mike Bacon	USSSA Men's Softball Woodbat	C
		# of Tournaments Per Type	% TO DATE
Type A - Primarily out of state TRAVELING teams		9	33%
Type B - Regional TRAVELING teams		2	8%
Type C - Primarily local teams		1	4.00%

2021 Tournament Sports Tourism Estimates @ City Park																	
Spending and Tax Revenue Generation by Sector:																	
2021	Est # of users	Est of Others	Total Estimated Economic Impact	Hotels (50%)	Est. Local Tax Revenue	Restaurants (30%)	Est. Local Tax Revenue	Entertainment/Leisure (10%)	Est. Local Tax Revenue	Retail/Shopping (7%)	Est. Local Tax Revenue	Transportation (1%)	Est. Local Tax Revenue	Other (2%)	Est. Local Tax Revenue	Total Est. Local Tax Revenue	Contribution to City's Overall Tax Revenue
July	2,040	5,100	\$1,224,000	\$612,000	\$9,180	\$367,200	\$2,295	\$122,400	\$383	\$85,680	\$803	\$12,240	\$0	\$24,480	\$153	\$12,814	
August	360	900	\$216,000	108,000	\$1,620	64,800	\$405	21,600	\$68	15,120	\$142	2,160	0	4,320	\$27	\$2,261	
September	0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	0	0	\$0	\$0	
October	300	750	\$180,000	90,000	\$1,350	54,000	\$338	18,000	\$56	12,600	\$118	1,800	0	3,600	\$23	\$1,884	
November	0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	0	0	\$0	\$0	
December	0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	0	0	\$0	\$0	
January	0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	0	0	\$0	\$0	
February	0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	0	0	\$0	\$0	
March	0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	0	0	\$0	\$0	
April	300	750	\$180,000	90,000	\$1,350	54,000	\$338	18,000	\$56	12,600	\$118	1,800	0	3,600	\$23	\$1,884	
May	780	1,950	\$468,000	234,000	\$3,510	140,400	\$878	46,800	\$146	32,760	\$307	4,680	0	9,360	\$59	\$4,899	
June	1,740	4,350	\$1,044,000	522,000	\$7,830	313,200	\$1,958	104,400	\$326	73,080	\$685	10,440	0	20,880	\$131	\$10,929	
Total	5,520	13,800	\$3,312,000	2,580,000	\$38,700	993,600	6,210	331,200	1,035	231,840	2,174	33,120	0	66,240	414	\$34,672.50	
Assumptions																	
Hotels				50%	Restaurants				50%	50%							
Other				50%	Retail/Shopping				0.75								
Entertainment/Leisure				25%	Transportaion				0%								
Assumptions																	
We estimate each visitor to the Youth Competitive Tournament spends \$150 per day.																	
We also estimate each event attendant brings at least 1.5 additional people to Sevier County, each of which spends \$100 per day																	
Of the money spent by visitors to the Sevierville City Park, not all will be spent within the City of Sevierville. We estimate the following percentages are actually spent in Sevierville:																	